

# The **CAROLINA** **FARMER**

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Rural Electric Cooperatives / October  
1963

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Three-piece deluxe towel set free when you buy a Norge automatic washer or dryer. Just fill out coupon and mail to Norge Utility Sales Manager, Norge Sales Corp., Merchandise Mart, Chicago 54, Ill. Towel set will be mailed to you postpaid. Offer good while supplies last and ends December 31, 1963

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# The **CAROLINA** **FARMER**

Vol. 18    October, 1963    No. 10

OFFICIAL PUBLICATION  
TARHEEL ELECTRIC  
MEMBERSHIP ASSOCIATION  
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EXECUTIVE MANAGER  
P. O. BOX 1699 - RALEIGH, N. C.  
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**COVER**—"Begging your pardon, sir, but 'taint polite to snap a lady's picture right in the middle of her lunch." That's probably what old Betsy on this month's cover is thinking, and she's exactly right—it wasn't very mannerly. But who could resist those big brown eyes? Obviously, the photographer couldn't and neither could we. Photo by Eastern Photo Service.

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THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS MAIL PRIVILEGES AUTHORIZED AT RALEIGH, N. C. UNDER THE ACT OF MARCH 3, 1879. SECOND CLASS POSTAGE PAID AT RALEIGH, N. C. EDITORIAL OFFICES, SUITE 914 FIRST-CITIZENS BANK BUILDING, RALEIGH, N. C. SUBSCRIPTION PRICE 60¢ PER YEAR. CONTENTS COPYRIGHTED 1963 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC.

## Gravy and Dessert

Electric Consumers Information Committee has reported that once again the private power industry is tops in profits and dividends. For the year 1962, says ECIC, 15½ cents of each dollar paid by consumers to private power companies was net profit. Of this profit, 11 cents was paid to stockholders.

Compared with other industries, these figures were indeed remarkable. For instance, manufacturing companies had only 6 cents out of every sales dollar as net profit, and paid only 3.7 cents of each sales dollar as dividends.

These lucrative returns, of course, are reflected in the prices of utilities stock. A recent article in Public Utilities Fortnightly pointed out that 75 percent of all utilities stock is selling at two times "book" value or higher. The article called this a sign that "earnings are high and possibly too high." And, it added, "when the market price to book value gets so far out of line, as it is right now, it is time for a good, hard look at the level of utility earnings."

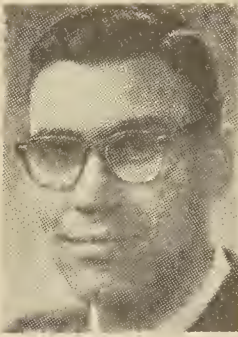
"There seems to be a tendency on the part of some to identify overly generous regulations with good regulation. This is an . . . error. An overly generous commission is doing both the utilities and consumers about as much good as is an overly generous mother who allows her offspring to eat nothing but rich desserts. The desserts taste good and there is clamor for more, but the stomach ache that inevitably follows is devastating," the article said, by way of warning to the companies the magazine serves.

True, only an expert study of all factors involved can truly determine whether a utility is being allowed excessive earnings. But the National Rural Electric Cooperative Association's revelation of power company overcharges, together with ECIC's study which points out the high concentration of power company ownership (see page 14), and the spiraling of utility company earnings and stock prices, spin a web that is convincing.

Positive action by legislators and regulators is in order. Power companies have been living on a diet of gravy and rich desserts long enough.



## THE FRONT PORCH *by Dick Pence*



**Department of Unmeaningful (I Hope) Statistics:** I learned recently that the consumption of electricity in the United States has increased every month in the history of the electric business. Except for one month. Which also happens to be the month I was born.

**Quote of the Year** (by South Carolina Congressman Bryan Dorn, during debate on Trotters Shoals Dam in the House of Representatives): "Duke (Power Company) was and is needed as a yardstick to keep Federal Government power rates down and in line."

And we need baseball teams so that umpires won't be unemployed.

I now own a washboard. Honest. I don't figure on using it too much, but I'm keeping it around the office as a reminder of the way things used to be—as the photo on this page shows.

The washboard is a souvenir of a visit I made to a unique industry here in Raleigh—Carolina Washboard Company. The story of the washboard business is on page 12 of this issue.

I don't quite know why, but it came as a shock to me to discover that washboard manufacturing is still an active business. But a recent "crisis" at my house showed me that I'd probably be more at home with a washboard than in a new-fangled launderette.

Just before an out-of-town trip, I discovered that I didn't have enough clean clothes to last through the journey. So I gathered up my laundry and headed to the launderette for the first time.

I was a little unsure of myself when I wandered into the place, but I was determined not to show it. I nonchalantly looked over the premises, then unloaded my clothes. Into one of the dryers.

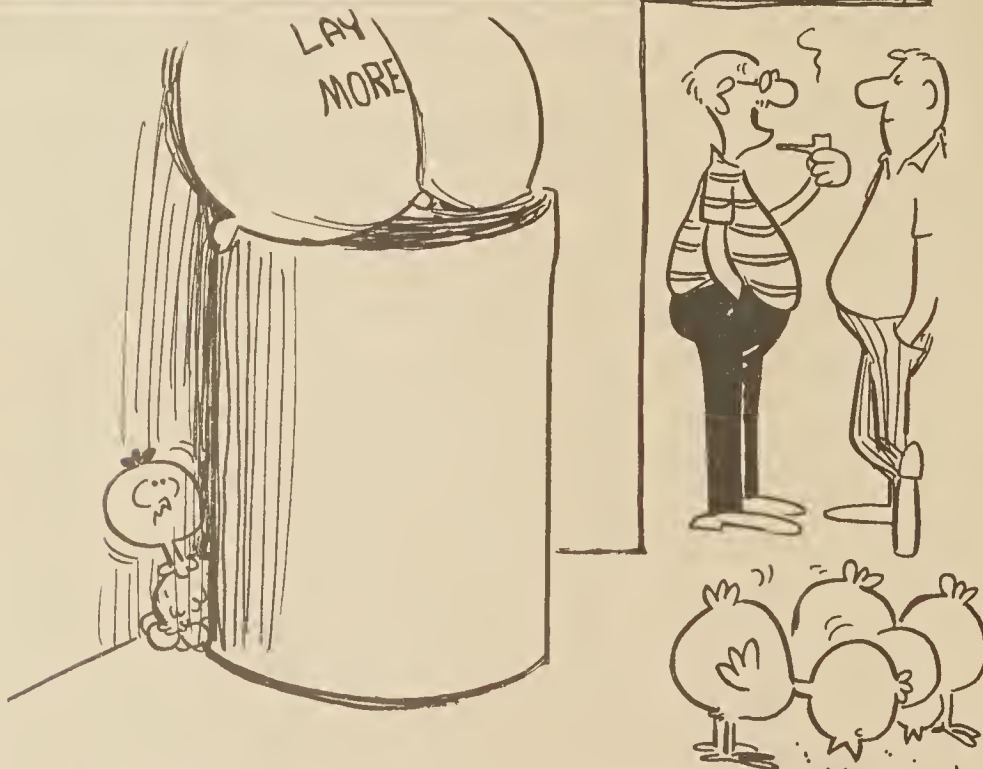
One nice lady told me—with only the slightest show of amusement—what I'd done wrong. By the time I struggled through the ordeal, everybody in the place noted my helplessness and gave me all sorts of advice and aid.

Rather than face that again, I believe I'll use the washboard.



"The Good Old Days."

## GERTRUDE *by Ted Trogdon*



"I'm going to weed out all my hens that try to set this year."



A washboard of my very own.



MAIL BOX

THE CAROLINA FARMER

U.S. MAIL

THE CAROLINA FARMER invites comments on rural electrification and other topics. Try to keep your letters short. Remember that we cannot print unsigned letters. If you wish, we will withhold your name. Write to Box 1699, Raleigh.

Dear Sir:

I am wondering if it would be possible for me to acquire copies of the article "Our Natural Resources, What's Happening to Them?" which appeared in the August 1963 issue of THE CAROLINA FARMER. I teach an Earth Science Class at the Wallace-Rose Hill High School and during the year we have a unit on the natural resources of North Carolina. This article was called to my attention by one of my students and I have read it enthusiastically.

I have 20 students in my class and I would like to acquire a copy for each student. Thank you in advance for any help you can render.

Mrs. Ruby M. Blackmore  
Teachey's, North Carolina

Dear Editor:

I live on the lines of Surry-Yadkin EMC, and I enjoy THE CAROLINA FARMER very much.

In regards to the picture on the August cover—it is definitely a picture of Looking Glass Falls. I was up there last summer and made some pictures of the Falls, and they are just like your picture.

I thought it was Looking Glass Falls when I first saw the picture, and when I checked to see, sure enough, it was.

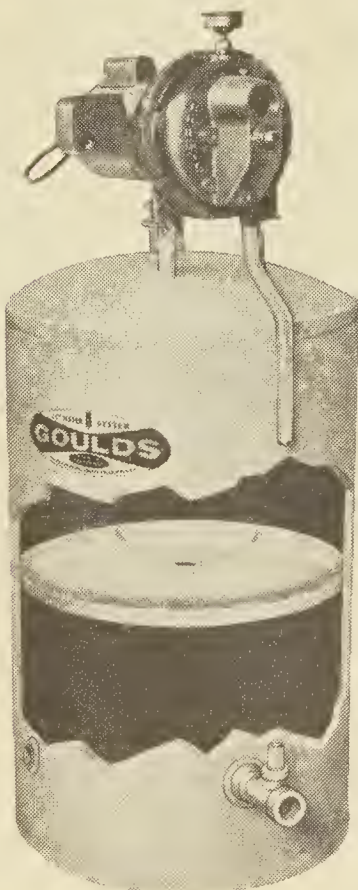
Mrs. Paul McCann  
Route 1, Box 84  
Roaring River, N. C.

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NEVER NEEDS REPRIMING



Perma Pressure tank, which has a floating air seal to keep air and water separated. This tank, and its dependability features, is *guaranteed for 5 years.*

**What's the most annoying water system problem?** The pump that loses its prime! Goulds Perma-Flow ends that annoyance, because Goulds jet pumps *never* lose their prime. Goulds alone has the patented "reprime design," the only true reprime design on the market. Suppose the well water level drops and air gets into the suction line. This pump gets rid of it and starts pumping water as soon as the water level rises again. Even on deep wells! Once primed, a Goulds *stays* primed.

**What else?** Goulds Perma-Flow is thoroughly corrosion-resistant, inside and out. You get no iron oxide "red water." You *do* get true appliance beauty, in two-tone, stylist-selected blue.

Only your Goulds dealer has Perma-Flow. He offers easy credit terms, too, plus installation know-how and complete service. See him soon!

**What's the major cause of water system breakdowns?** Waterlogging! This means the pressure tank loses all its air... fills up with water. The pump starts and stops all the time, even when little or no water is drawn from the faucets. Motors and switches wear out in a hurry. Goulds Perma-Flow puts an absolute end to this problem! Reason: The famous Goulds jet pump is mounted on a patented Medalist®

\*Medalist and Perma Pressure are registered trademarks of Metal Coating Corporation.

**GOULDS PUMPS**  
SENECA FALLS, NEW YORK





# TARHEEL RURAL LINES

reports on events of importance  
to rural electric co-op members

By J. C. Brown Jr.

*what's wrong with  
putting rural  
resources to work?*

*Pennsylvania  
co-op rescues  
an idle facility*

I PICKED UP a 10-cent package of Blue Horse notebook paper in the dime store last week, and what a disappointment it was! Remember the good thick feel of a dime package of Blue Horse 20 or 30 years ago? If you had only a nickel pack, you kind of felt let down. Well, a dime pack makes you feel that way now.

Farmers must feel pretty let down, too. In the past 10 or 15 years they have seen 12 acres of tobacco dwindle to eight. They see their chickens sell in the retail stores at less than they could produce them 10 years ago. Farms which once supported several families, now don't offer much opportunity for the heirs of one family.

The cold fact is, the farm can produce more crops than the public will buy. So why not turn the land to uses for which there is a demand? There is a determined effort to do this, but it appears some folks don't think rural Americans and the organizations which serve them could adjust to a changing world. It's all right with most people if the air lines, which are subsidized to carry air mail, also carry paying passengers to meet a public need; and it seems correct for the railroads, which were originally subsidized to carry people, to ditch the passenger runs and ride the gravy—or freight—trains. But when the public says it doesn't want so much wheat and potatoes anymore, it seems there is something wrong with helping farmers put idle rural resources (people and land) to productive use.

IN EARLY OCTOBER, Alton Wall of Asheboro and I attended a hearing called by Congressman Harold Cooley, chairman of the House Agriculture Committee, to investigate a \$110,000 loan made by REA to a Pennsylvania rural electric cooperative for re-lending to a local development group, which was building a ski resort near Altoona, an area where many persons have been made jobless by the shut-down of railroad repair shops and the depression in the coal industry. (We are hopeful this concern is a sign Congress will soon investigate the \$1¼ billion the private power companies overcharged the American public from 1956-60, and which will not be returned, repaid, or earn any interest for the U. S. Treasury—or put any unemployed to work.)

The Pennsylvania loan was made under Section 5 of the REA Act. Some Congressmen felt Section 5 was intended only for relending to consumers to purchase plumbing, wiring, etc., for their household, when other financing was not available.

Congressman Paul Jones of Missouri, the chairman of the subcommittee which held the hearing, had this to say after REA Administrator Norman Clapp had testified:

"I had many reservations on the loan before this hearing, but my opinion has changed. They've shown justification I was not aware of."



# TARHEEL RURAL LINES

reports on events of importance  
to rural electric co-op members

NOT ALL OF THE CONGRESSMEN who have been critical of such loans could be present, unfortunately. If they had been, I feel sure they would be convinced that the two so-called "ski loans" which have been made by REA certainly met an economic need of the local cooperatives and the areas where they serve.

Whether or not the original signers of the REA Act envisioned the use of Section 5 to save a community as well as make the outhouse obsolete, I don't know. I feel they would have approved of REA and the cooperatives rising to meet the needs of rural people.

The Pennsylvania cooperative faced the decision of whether to put an idle resource to work, or let it stand unproductive. It had invested in a line up a mountain to serve a defense installation. The defense facility closed down. The community put up local funds to invest in a corporation which could use the vacant buildings as a ski resort. They needed about \$100,000 more for electrically operated equipment, which they could not obtain from private sources.

The cooperative made the loan and is obligated to repay Uncle Sam for the advance. Ultimately, it will get \$30,000 a year revenue from the line, whereas it stood to lose its investment in an idle facility. Local people will be employed in a recreation industry which was created to serve a new and growing demand.

*meeting the demand  
for fresh air  
and sunshine*

*Incidentally, no North Carolina cooperative has ever made a ski loan, and probably never will. One co-op made a small Section 5 loan to help locate a textile industry in its area. But almost all of the state's 33 cooperatives have been instrumental in locating new industry in their areas. No business has a greater interest in so doing. Cooperatives are owned by local people, and were created to serve them. Their future is dependent upon the ability of rural people to find other employment locally when farming opportunities dwindle.*

Rural areas frequently are not so attractive to manufacturing industries, because of the lack of sewage, water and other public facilities. But they do have what the recreation-minded public is looking for: fresh air, open spaces, and land which can be developed for outdoor recreation pursuits.

Whether it involves Section 5 loan funds or not, cooperatives are providing a great service to their communities by taking the lead in organizing local groups to develop recreational opportunities and bring some city dollars to the country.

If city folks don't want so much bread and potatoes anymore, sell them fresh air and sunshine. There's a shortage in the cities.

# The General Assembly

## Honor Roll

During the regular session of the 1963 General Assembly, rural electrification faced many difficult battles. Although the Assembly failed to pass bills which would have prevented duplication of electric facilities and given electric cooperatives a measure of protection when their areas are annexed by cities and towns, it also refused to go along with power company proposals which would have ultimately destroyed your cooperative.

In these battles, your cooperative was championed by many able members of the legislature. There were three record votes on matters affecting your cooperative in the House of Representatives. Fifty-four members of that body supported your cooperative on all three of those occasions; another five did not vote every time, but when they did vote, they supported your co-op. In the Senate, there were two record votes on rural electrification issues, and 20 members of that body supported your co-op on both occasions.

In this issue, THE CAROLINA FARMER is beginning a series of sketches recognizing the support these men have given rural electrification. Additional sketches will follow in later issues, until all 79 of these legislators have been recognized.





**LACY HERMAN THORNBURG**

Lacy Thornburg, Democratic Representative from Jackson County, was among outspoken supporters of rural electrification in the 1963 General Assembly. He has represented the people of Western North Carolina in cases involving Nantahala Power & Light Company before the State Utilities Commission.

Thornburg warns co-op members that the fight surrounding rural electrification is far from over. "I was happy to represent what I consider to be the best interest of the people of the State of North Carolina in the power company fight, and hope my stand was of some benefit to the consuming public," he says.

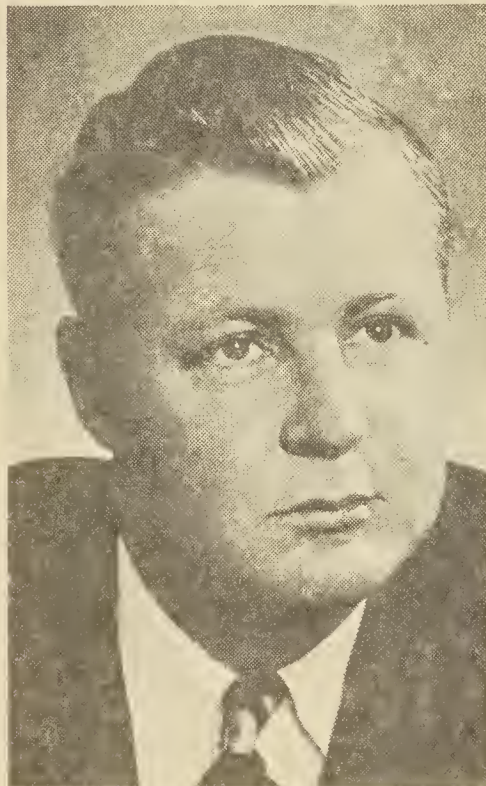
"The fight is not yet over, and I would hope that the next General Assembly will be in a better position to enact favorable legislation along the lines of bills submitted to and approved by the House, but defeated in the Senate."

He was born in Charlotte, attended Mars Hill Junior College, and later received his B.A. and LL.B. degrees from UNC. He is senior partner in the law firm of Hall & Thornburg in Sylva.

Thornburg is a member of the N. C. Bar Association, American Bar Association, Lions Club, and the Jackson County Jaycees. He is a Mason, a member of Phi Alpha

Delta at UNC, and has been active in YDC organizations in the western part of our state. He is a veteran of the U. S. Army.

A Presbyterian, he has been president of his church's men's group, Sunday School Superintendent and a Deacon. He is married to the former Dorothy Frances Todd, and the couple has three children.



**HECTOR MacLEAN**

One of the floor leaders in the fight for legislation to settle problems arising from municipal annexation of rural electric territory was Hector MacLean, Senator from the 11th District (Robeson County).

MacLean sums up his service to rural electrification in the 1963 General Assembly this way:

"I was happy to do whatever I could for North Carolina's electric cooperatives. These organizations must remain strong if we are going to continue to enhance our agricultural program and make even more progress in both agriculture and industry in North Carolina."

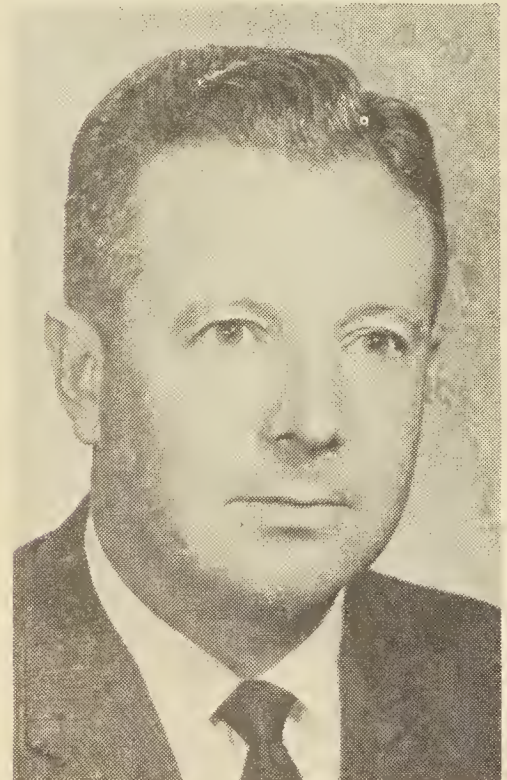
MacLean was born in Baltimore, Md., and attended Lumberton High School. He received his B.S. degree from Davidson College and his LL.B. from UNC.

He is a member of the N. C. Bar Association, the American Bar Association, is president of the Young Bankers Division of the

N. C. Bankers Association, president of the Virginia and Carolina Southern Railroad Company, president of the Lumberton Implement Company, and chairman of the Board of Trustees of St. Andrews Presbyterian College.

He is a member of Sigma Alpha Epsilon, Omicron Delta Kappa and Phi Delta Phi.

A veteran of World War II, he is a Presbyterian. He is married to Lyl Warwick and they have one child. He is a former mayor of Lumberton, where he now lives.



**SAM LATHAM WHITEHURST**

An ardent supporter of rural electrification during the 1963 General Assembly was Sam Whitehurst, Democratic Representative from Craven County, for the sixth straight term. Along with other House members he was active in floor debate surrounding legislation affecting electric cooperatives.

Whitehurst is a farmer and lives near New Bern.

He was born near New Bern, was graduated from Fishburne Military School and attended N. C. State. He is president of the Craven County Chapter of the State Alumni Association and a member of the Building Committee of N. C. State.

Whitehurst is a member of Farm Bureau and the American Legion, is a Mason, Shriner and

(Continued on next page)



(Continued from page 9)

Rotarian. He is a director of the N. C. Dairy Foundation and a member of the Board of Trustees of the University of North Carolina. He is a veteran of the U. S. Army.

A Methodist, he is married to the former Frances Wells and the couple has three children.



**PERRY WHITEHEAD MARTIN**

Perry Martin, Democratic Senator from the 3rd Senatorial District (Northampton, Vance and Warren counties) was among the vigorous supporters of rural electrification in the 1963 General Assembly, and was active in debate surrounding power issues during the session.

Martin says his plans for the future are uncertain, "but I will continue to have a keen interest in State Government. The idea of seeking statewide office is appealing, but there are many practical factors to consider. Possibly in 1968 someone friendly to the electric cooperatives will be a candidate for governor."

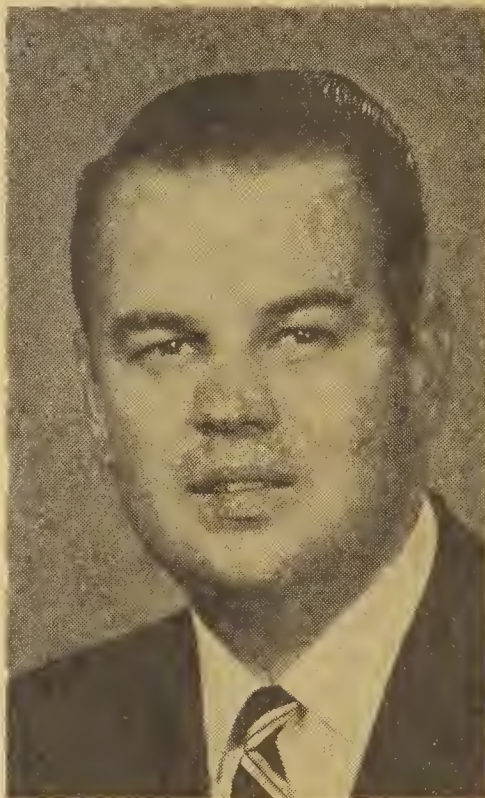
He was born near Conway, N. C., attended Conway Elementary and High School and received his LL.B. degree from Wake Forest College.

He is a member of Phi Alpha Delta Law Fraternity, Rotary International and is a Mason. He is a veteran of the U. S. Army.

A Baptist, he is a teacher of the

***Pictures and sketches  
of additional legislators  
who supported rural  
electrification will  
appear next month.***

Men's Bible Class and Chairman of the Board of Deacons. He is married to the former Carolyn Calhoun of Cottonwood, Ala., and makes his home in Rich Square.



**JACK ARTHUR MOODY**

Jack Moody is a Democrat and represented Chatham County in the 1963 General Assembly.

He was born in Moore County, attended Siler City High School, is a graduate of Campbell College and Elon College, and received his law degree from the University of Richmond.

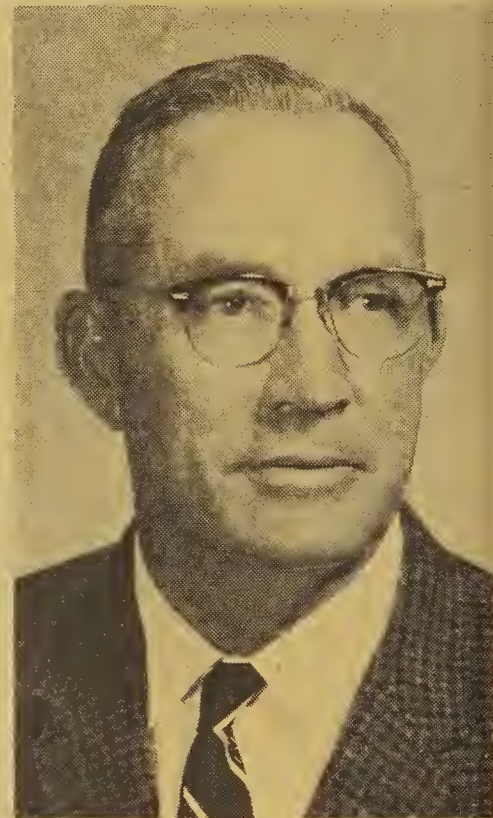
He is a member of the Chatham County Bar Association, the N. C. Bar Association and the National Association of Claimants Counsel of America. Moody also belongs to the Junior Chamber of Commerce, the American Legion, and Delta Theta Phi Law Fraternity.

He has served as chairman of the Fourth Congressional District

Young Democratic Club and as president of the Chatham County YDC, and has been a member of the North Carolina Prison Commission.

Moody is a veteran of the U. S. Navy and the U. S. Marine Corps.

A member of the Baptist Church, he has been a teacher of Young Adult Sunday School Class since 1950. His home is in Siler City.



**NEILL LAUCLIN McFADYEN**

Neill McFadyen is a farmer, a Democrat, and a firm believer in rural electrification. In 1963 he represented Hoke County in the General Assembly.

With regard to the General Assembly and the recent battle waged there by North Carolina's 33 electric co-ops, McFadyen stated: "The cooperatives have good reason to be proud of the service they have provided for the rural people of North Carolina. It was my pleasure to assist in preserving their right to continue this very important service." This he did by casting a favorable vote on all issues involving the rural electrification program presented in the House of Representatives.

McFadyen was born in the county seat of Raeford. He later attended Davidson College.

Active in the affairs of his community and county, McFadyen has served as town commissioner and mayor of the Town of Raeford. He



has been a member of the Hoke County Board of Education since 1949, and has served as its chairman since 1955.

McFadyen is a member of the Presbyterian Church, and was commissioner to the General Assembly of the Presbyterian Church in the U.S. which met in Charlotte in 1958.

He is married to the former Mary Virginia McLean and they have four children.



**WILBUR MORTON JOLLY**

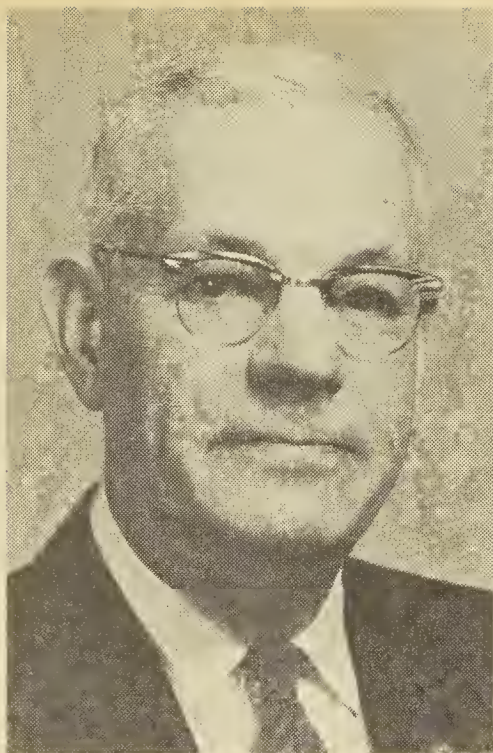
Wilbur Jolly, Democrat, is the senator from the 6th Senatorial District (Nash and Wilson counties). Born in Ayden, he attended Ayden Elementary and High School, and holds B.S. and LL.B. degrees from Wake Forest College.

He is a member of Franklin County Bar Association, N. C. State Bar and the American Bar Association, and is a Shriner, a member of the American Legion and the Lions Club.

Mr. Jolly is a member of the law firm, Yarborough & Jolly, at Louisburg.

He has also been a school teacher and is now a Sunday School teacher. In addition he has served as attorney for Town of Louisburg, a town commissioner and as director of the North Carolina Survival Plan Project Staff.

He is married to the former Sybil King and they have two children.



**SAMUEL GLENN HAWFIELD**

As the Democratic Representative from Union County in the current General Assembly, S. Glenn Hawfield expresses his views on rural electrification this way:

"I have observed through the years with much satisfaction the invaluable contributions of North Carolina's electric cooperatives to the betterment of rural life in our State. In my judgment their program of rural electrification has made a vast improvement in all areas of rural life. It has provided rural people electricity for lights in their homes, it has enabled them to enjoy the modern home conveniences and all of the media of news and entertainment, and it has supplied electric current for many kinds of farm equipment and shop machines.

"I have cheerfully given my support to this program . . . , because I have felt that if we had not had this source of power, many of our rural people would now be living in darkness. . . . Should I return to the Legislature in the future, I would still feel a profound obligation to continue to support rural electrification."

Born in Union County, he is a retired educator. He attended Trinity College (now Duke U.) and received his Masters Degree in education from UNC.

He is a member of Central Methodist Church of Monroe, the State Grange, the Executive Committee

of the Boy Scouts of America, Central N. C. Council, the Union County Historical Association, the N. C. Education Association, and is a Mason.

He is married to the former Kate Clark and they have three children.



**IONA THIGPEN HARGETT**

Iona Hargett, Democratic Representative from Jones County, is a farmer and homemaker.

Born in Beulaville, she is the daughter of Eddie Paul and Sarah (Brinson) Thigpen.

She attended Beuaville Elementary and High School, graduating in 1935. She also studied at East Carolina College in Greenville.

An active Methodist, she has served as MYF counselor, and is a member of the WSCS and her local church choir.

Mrs. Hargett is a member of the Jones County Democratic Executive Committee, the State Democratic Solicitorial District Executive Committee, and the Sir Walter Cabinet.

Mrs. Hargett says she "was happy to support legislation favoring electric membership corporations. Being a farmer, I know what they have meant to the people of Jones County and rural North Carolina." Mrs. Hargett confirmed her views by voting favorably on all issues affecting rural electrification presented to the 1963 General Assembly.





# Rub-a-Dub-Dub!

*Rural electrification has pushed what was once a household necessity into a back seat—but the everyday washboard is still alive and kicking.*

Washboard, anyone?

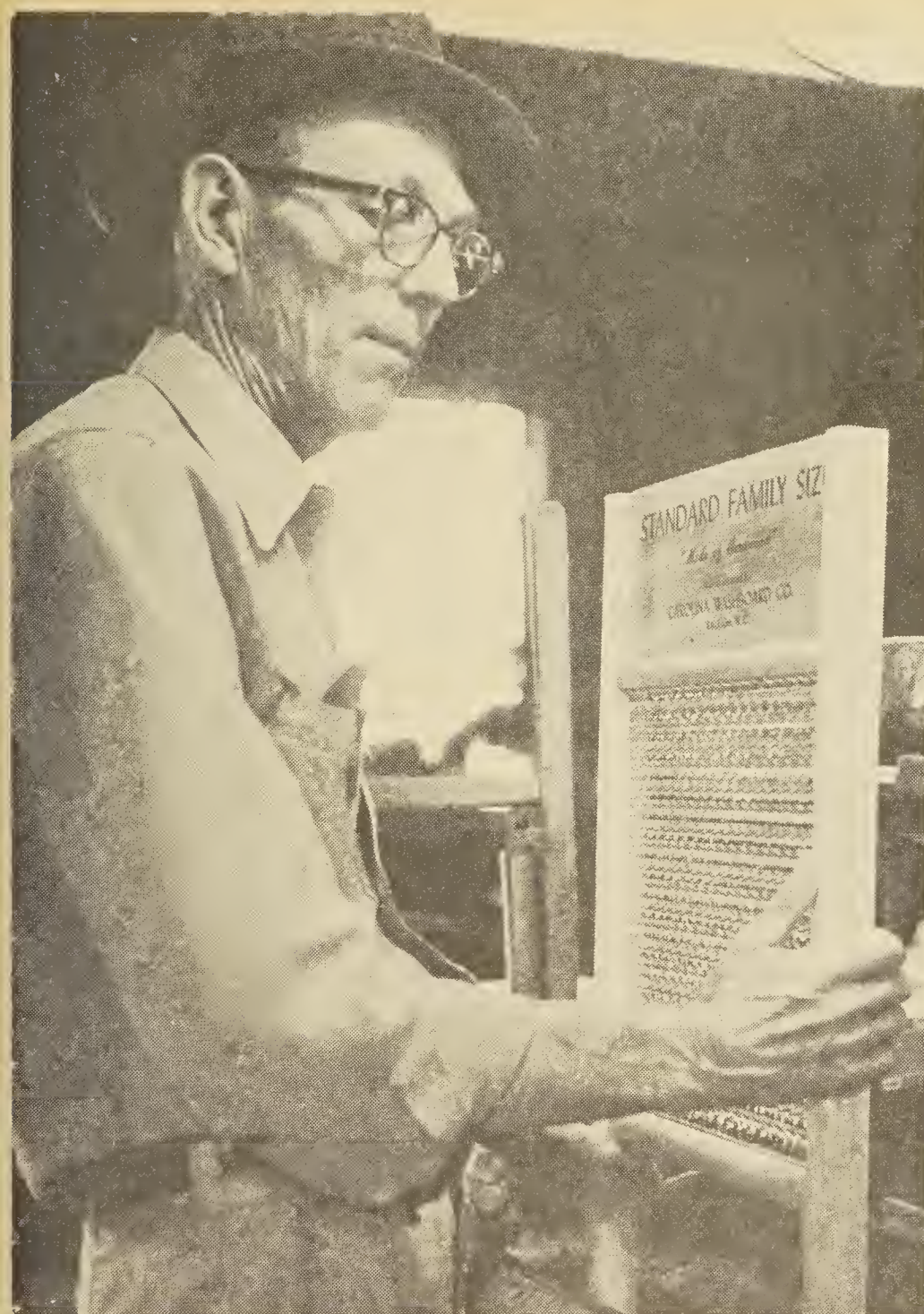
Unlike the legendary buggy whip — which the automobile chased into obsolescence — the trusty washboard has withstood the coming of the automatic washer.

True, the washboard business ain't what it used to be, but a quick check around most homes will turn one up. Or if the need arises, you can slip down to the corner store and buy one. (Try finding a buggy whip!)

Chances are if you do pick up a new washboard, it was made right in North Carolina. F.V. Fonville, owner of Carolina Washboard Co. in Raleigh, says his firm supplies much of the eastern part of the United States — “from Maine to Florida”—with what was once the only “automatic washer” most rural homes had.

His firm is one of three that he knows of still in the business, and, says Fonville, they are the same ones that were making wash-





W. A. Batts, Raleigh, handles one of the steps in the assembly process. Nameplate has just been slid in top.



C. C. Johnson, Wakelon, adds another finished board to the pile.

boards when he started his business 32 years ago.

Fonville is quick to admit the impact of the coming of electricity to rural areas on the washboard business.

"Rural electrification cut down the washboard business," he says. "That, and the increase in installment buying. Our business is about a third of what it was 10 or 15 years ago."

Even so, rural people still are among the heavy purchasers of washboards. As Fonville says: "I'll bet 90 percent of the co-op

members have a washboard."

And he says the washboard still has a place in most homes. "Some people use them to clean cuffs and collars before tossing things into the machine," he points out. "Others use them now and then for something special."

Carolina Washboard sells its product—under the name "Two-in-One"—in two sizes: regular and "junior." And they come with three types of rubbing surfaces: galvanized tin, copper and glass. The old standby, galvanized, is still the biggest seller.

The wood that frames the rubbing surface is poplar, a fine-grained hardwood.

What has taken up the slack that rural electrification brought to the washboard business? In Carolina Washboard's case, it's cork fishing floats. Fonville's firm has been making them for the past dozen years, starting about the time the demand for washboards began to drop.

It's doubtful that anyone will come up with an electric gadget which will put the fishing cork out to pasture. ◀



# Who Owns the 'Investor-Owned' Power Companies?

*A study by Electric Consumers Information Committee sheds some light on who the top owners of commercial power companies are — and it's not the man next door.*

Who owns Carolina Power and Light? Or Duke Power? Or Virginia Electric and Power?

Electric Consumers Information Committee in Washington, D. C., recently made an effort to find out. And what they discovered must be enough to make the faces of most power company officials slightly red.

Contrary to the ads which say "investor-owned utilities are owned by people like you," the ECIC study shows that commercial company ownership is concentrated in just a few hands.

A look at the tables for the three major companies serving North Carolina gives an indication of this concentration.

ECIC recently released the findings of its study in a volume called **Top Stockholders of Private Power Companies**. Information in it was compiled from 1961 reports of private power companies to the Federal Power Commission and the 1961 reports of utility holding companies to the Securities and Exchange Commission.

The volume lists the top stockholders, officers' salaries and

## Ten Top Stockholders of Duke Power Co.

	Total Votes	Common Stock	Preferred Stock
(As of Nov. 27, 1961)			
Total votes of all voting securities	11,406,774		
Total number of security holders	4,819		
Total votes of security holders listed below	9,174,775	9,172,427	2,348
The Trustees of the Duke Endowment, a Trust Established by James A. Duke by Indenture dated 12-11-24, New York, N. Y.	6,519,898	6,517,550	2,348
The Trustees of the Doris Duke Trust, a Trust Established by James B. Duke by Indenture dated 12-11-24, New York, N. Y.	1,010,026	1,010,026	---
Doris Duke, New York, N. Y.	633,650	633,650	---
Nanaline H. Duke, New York, N. Y.	230,143	230,143	---
Touchstone and Co., c/o Wellington Fund, Inc., Claymont, Delaware	220,000	220,000	---
Estate of Angier B. Duke, New York, N. Y.	150,736	150,736	---
The Prudential Insurance Co. of America, New York, N. Y.	130,800	130,800	---
Mac & Co., Pittsburgh, Pa.	113,821	113,821	---
City Bank Farmers Trust Company, as succes- sor. Trustee for Doris Duke U/I May 2, 1917 with James B. Duke, New York, N. Y.	82,869	82,869	---
Duke University, Durham, N. C.	82,832	82,832	---



holdings for 143 operating power companies and 10 holding companies. Here are some of the findings:

—Five firms—four stock brokers or dealers and one insurance company—have the distinction of being among the top 10 holders of 22 or more power companies each. Together, the five financial groups are listed among the top ten holders of power company stocks a total of 171 times.

—Seventeen other firms appear among the top 10 security holders of ten or more power companies. Together they total 234 listings among the top ten. These 22 financial firms total 405 listings among the top holders of power company stocks. Their total holdings of power company stock were 48,574,153 shares.

—With two exceptions, the 22 leading holders of power company stocks are headquartered in the east. Most are headquartered in New York City; others are in nearby states. The exceptions: one is a Chicago firm, the other a Kansas City, Mo., firm.

What this means is that the nation's friendly, "local" private power companies are dominated by financial interests far removed, at least geographically, from the areas they serve.

A listing among the top ten security holders of a private power company does not necessarily mean that the financial firm itself is the actual owner of the stock. Often the firm is the "nominee" of the true stockholder. But the listing does mean that the top holder has the voting rights in the power company, a key factor in corporation control.

And it is precisely this concentration of control in a few firms which raises serious questions about the degree to which the private power industry may be evading, at least, the spirit of the Federal Power Act and Public Utility Holding Company Act prohibitions against interlocking directorates.

The ECIC study also reveals that 17 private power company officials received salaries of \$100,000 or more in 1961. Highest salary was \$150,000—received by two power company executives. Five received \$120,000 or more. ◀

## Ten Top Stockholders of Carolina Power & Light Co.

	Total Votes	Common Stock**	Preferred Stock***	Serial Preferred
Total votes of all voting securities	5,669,659	5,332,400	237,259	100,000
Total number of security holders	32,624	26,723	5,742	159
Total votes of security holders listed below	923,585	914,634	6,318	2,633
Atwell & Co., New York, N. Y.	219,317	219,183	74	60
*Merrill Lynch, Pierce, Fenner & Smith, Inc., New York, N. Y.	111,858	109,844	1,691	323
Sigler & Co., New York, N. Y.	438	111,238	100	100
Bull & Co., Winston-Salem, N. C.	80,882	77,179	3,703	---
Finat & Co., New York, N. Y.	76,638	76,638	---	---
Heil & Co., New York, N. Y.	75,877	75,677	200	---
The Prudential Insurance Co. of America, New York, N. Y.	67,775	67,775	---	---
J & W Seligman & Co., New York, N. Y.	60,216	60,216	---	---
Don & Co., Kansas City, Mo.	60,000	60,000	---	---
Anderson & Co., Philadelphia, Pa.	59,584	56,884	550	2,150

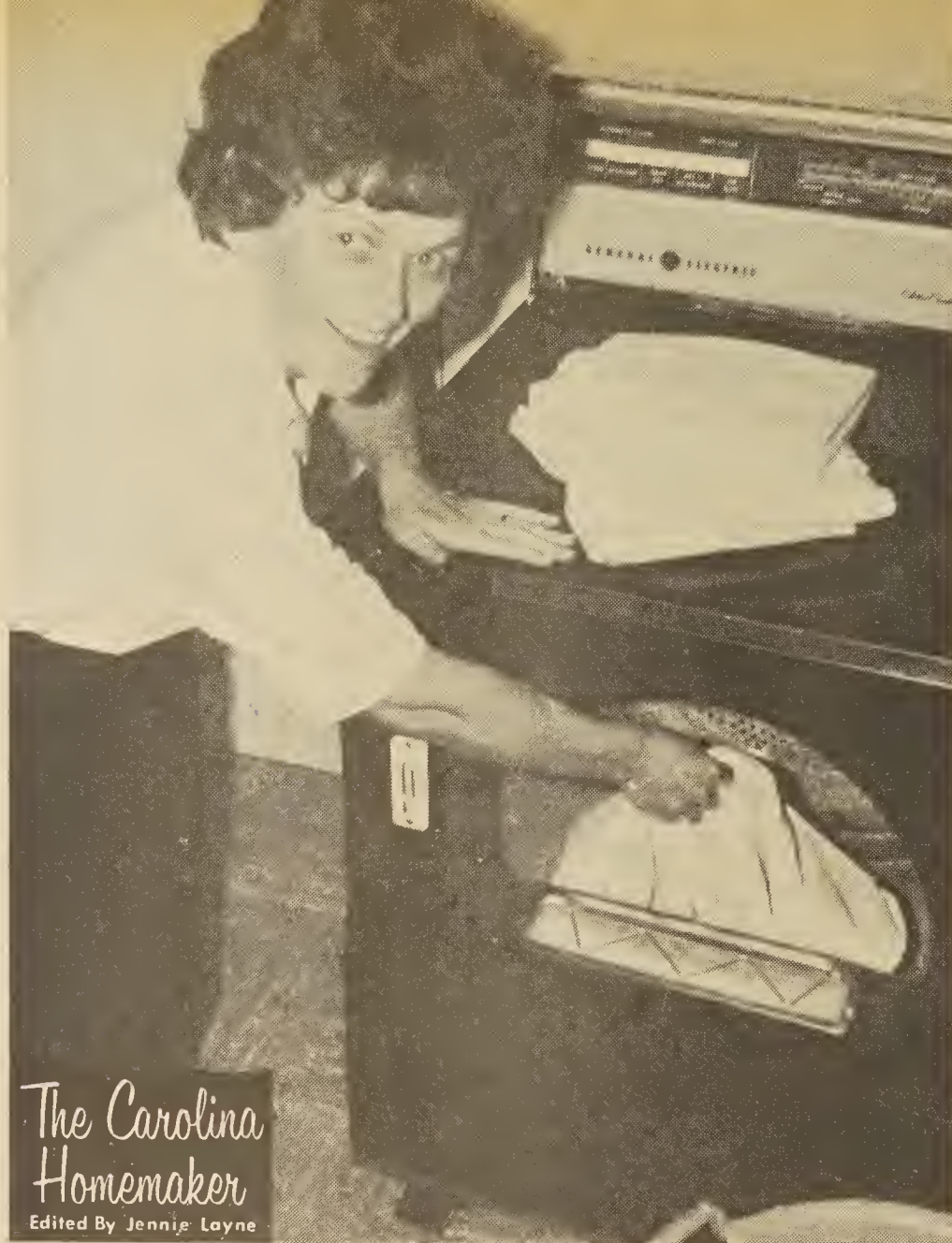
\*Holding shares for accounts of clients

\*\*As of 10-6-61

\*\*\*As of 12-20-61

## Ten Top Stockholders of Virginia Electric & Power Co.

	Total Votes	Common Stock
Total votes of all voting securities	14,910,000	14,910,000
Total number of security holders, Dec. 31, 1961	30,865	30,865
Total votes of security holders listed below, Nov. 30, 1961	1,840,623	1,840,623
Atwell & Co., c/o United States Trust Co., New York, N. Y.	355,358	355,358
Carothers & Clark, Wilmington, Del.	210,000	210,000
Thomas & Co., New York, N. Y.	189,905	189,905
Bost & Co., c/o Boston Safe Deposit and Trust Co., Boston, Mass.	178,551	178,551
Schmidt & Co., c/o Guaranty Trust Co. of New York, New York, N. Y.	175,468	175,468
J & W Seligman & Co., New York, N. Y.	160,824	160,824
Rule & Co., Boston, Mass.	155,000	155,000
Sigler & Co., The Hanover Bank, New York, N. Y.	142,719	142,719
Douglass and Co., New York, N. Y.	140,000	140,000
Johol & Co., c/o American Security Trust Co., Washington, D. C.	132,798	132,798



*The Carolina Homemaker*  
Edited By Jennie Layne

"No more 'blue Mondays' for me," laughs Mrs. William M. Harris, a member of Wake EMC. "With a brand new baby girl in the house, my washer and dryer have really been working overtime. And what a beautiful job they do with little Susan's baby things . . . I just couldn't manage without them." Like any other busy homemaker, Mrs. Harris appreciates the extra "time dividend" her new home laundry equipment makes possible.

# No More Blue Mondays

By JENNIE LAYNE

**T**HINK of the tremendous change in homemaking habits since children first sang, "This Is The Way We Wash Our Clothes." The day was Monday, and just picture the scene: the washboard, the tubs of wash and rinse water; the piles of sorted clothing; the white washables steaming in the copper boiler; the manual wringer spilling clothes into the big washbasket; the fresh ticking bag of scrubbed clothespins; and the rows of clothesline stretched across the backyard.

That was when washday was known as "blue Monday"—and no wonder! Can you imagine anything "bluer" than spending the entire morning bending over steaming washtubs scrubbing until your fingers are numb? Can you think of anything less appealing than hanging up basket after basket of wet wash on a line in freezing weather?

Well, those days are gone forever! The availability of modern home laundry equipment has banished all that and the drudgery it involved. Now any time, day or night, is "carefree" washday. Now you can waltz through washday with your modern electric washer and dryer. Today's automatic washers and dryers work more effectively and more selectively to give you clean, sparkling, fluffy clothes (with an absolute minimum of wrinkles) no matter how heavy or sheer the fabric. And they do it in a fraction of the time required by old-fashioned manual methods.

The first "automatic" washers were introduced way back in 1938 and were, indeed, marvels of their day. But just think how inadequate they'd be today. Twenty-five years of research and improvement have made the 1964 models the best engineered, best built, most convenience-laden home laundry equipment ever available. "Indispensable" is the word you'll use after you've washed and dried just one load of clothes in the models now available.

Greater capacity and simplified controls are features of the newest electric washers and dryers. Many of the washers take loads up to 12 pounds; one machine handles a 14-pound load and allows smaller loads to be washed



without attachments. Research shows that today's homemakers use washers 3 or 4 times a week. Investigations show that 83% of the homemakers accumulate more wash each time than they can do in the older models. Thus the 14-pound washer was born to meet a need described by you—the busy homemaker of today.

All of the new washers work with push-button ease. Just push a button or set the controls, and they will select the proper time needed to wash and rinse, the correct water temperature, and the right speed for washing and spinning. These machines do everything the automatic electric way. They even soak, bleach, and dye your clothes. Special controls on some models give you the option of additional deep water rinse.

The new models are engineered so that any part of the entire washing cycle may be skipped or repeated. Some of the new washers have pretreat cycles: one brand-new machine has a prewash BEFORE the regular cycle. It's the best answer yet for extra-dirty clothes. They get a six-minute wash followed by a two-minute soak before the washer automatically goes into the complete wash cycle.

If you think the new 1963 model washers sound almost too good to be true, just wait till you hear about the latest in automatic clothes dryers. To say that they are "almost human" may be stretching it a bit, but not much.

At the turn of the controls, an electric clothes dryer gives you all the conditions of a "good drying day"—that is, heat, moving air, and gentle tumbling of clothes. But in contrast to outdoor drying, you have this convenience available day or night, every day of the year. In addition, there is no sun fading, no clothes-line wear, no airborne dirt, and clothes are always soft and fluffy.

Today's dryers offer new systems which combine lower heat and greater air movement with tumbling action in smooth drums. The clothes don't get as hot, but dry faster in billows of warm, clean air. They automatically "feel" the clothes and turn themselves off when the articles are dry and ready for folding, or just damp enough to iron. Your plea-



**Mud-streaked football jerseys, heavy winter quilts, and lacy tableclothes—Mrs. Norman Mercer of Beulaville, Route 1, knows her new automatic washer and dryer will handle all three with the greatest of ease. And who minds helping with the wash when it's done this way? Certainly not Mrs. Mercer's two pretty daughters, Connie, 12, and Karen, 6. The Mercers are a member of Tri-County EMC.**

sure—just set the controls and the rest is done for you the modern, electric way. All clothes are automatically tumbled in a "cooling off" period at the end of each cycle to prevent wrinkles from setting.

With electric laundry equipment now going into playroom, kitchen, breezeway, and hall areas, color and compactness are becoming more and more important. And this year the manufacturers of home laundry equipment are aiming to please even the most color-minded, space-conscious homemakers.

Cabinets on many of the new model washers and dryers measure only 27 inches wide and deep. They are designed to provide counter-high work surfaces and save the weary mother's back. They can also be installed under

the counter or as built-in equipment. One of the lines is built for installation in a stacked position with the dryer on top of the washer. Others are designed as free standing units that line up with existing counter heights and depths.

All cabinet models have been designed to give fresh contemporary shape and proportion to these newly styled washers and their companion mates—the electric dryers. They are available in colors to mix or match with any homemaker's very own color scheme. Exterior colors, in addition to white, include yellow, pink, turquoise, and antique copper.

Why not visit your appliance dealer or co-op office today. If you've got a laundry problem at your house, your dealer or co-op advisor can help you solve it ◀



## Booklet Can Make You A Home Laundering Expert

If you'd like to know whether you stack up as a real home laundering "pro," try to answer these questions: "What's the best type of washer and dryer for you? What's the safest way to launder heirloom lace? Why use a rolling pin on your best sweater? What's the 'natural' suds way to bleach white clothes? How can you avoid buying laundry 'problems'?"

Answers to these questions and hundreds of others can be found in a new booklet called **LOADS OF LAUNDRY LORE**.

Whether your laundry hamper contains corduroys or cashmeres, diapers or doilies, silks or synthetics, **LOADS OF LAUNDRY LORE** will be a valuable addition to your library of practical home-making literature—Send for your **FREE** copy today. Just mail your name and address to:

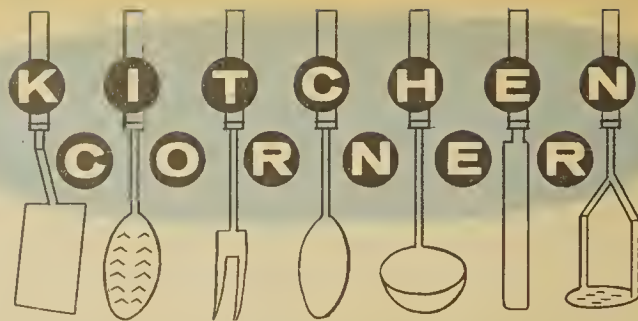
**Laundry Lore**  
c/o **THE CAROLINA FARMER**  
Post Office Box 1699  
Raleigh, North Carolina

## My Kitchen Prayer

Requests for copies of "My Kitchen Prayer" offered in the September issue of **THE CAROLINA FARMER** have been coming in by the basketful. Lots of homemakers are ordering two or more, saying they think the prayer will make a wonderful Christmas gift for friends. We think so, too, and hope that you will take advantage of this attractive gift idea.

If you haven't already ordered your copy of the prayer—an 8- by 10-inch reproduction on quality paper suitable for framing—it's not too late. We still have a good supply. Just send your name and address along with 10¢ to cover postage and handling to:

**THE CAROLINA HOMEMAKER**  
P. O. Box 1699  
Raleigh, N. C.



## A SUNDAY SUPPER DESSERT



This month's dessert recipe is a Sunday night favorite at the home of Mrs. Joan Ramsey near Mars Hill.

The Ramseys, Joan and Jimmy and their two children, Brian, 3½ years old, and Nanette, 1½ years old, live on a dairy farm up in Madison County and receive their electricity from French Broad EMC.

Describing herself as "a busy farm housewife," Mrs. Ramsey writes that "since my husband is a dairyman, I have to cook for a lot of 'harvest help.' We have a 21-foot home freezer which is always full of food. There's plenty of home canned food on the shelves at our house, too."

Busy though she must be, Joan Ramsey finds time to take an active part in the Beech Glenn Baptist Church where she is a member of the Women's Missionary Union, and the Beech Glenn Home Demonstration Club.

Below is her recipe for a dessert she calls "Pineapple Cheese Pie."

To save Mrs. Ramsey's recipe, just clip along dotted line, paste on a 3 x 5 card, and file in your permanent recipe file.

If you have a favorite recipe you'd like to share through this column, send it to: **The Carolina Homemaker, P. O. Box 1699, Raleigh, N. C.** If you have a snapshot of yourself, send it along, too. And don't forget to include something about yourself and your family: the size of your family, what pleases them most at mealtime, the clubs you belong to, the name of your EMC, and anything else you'd like to share with us.

### CAROLINA FARMER RECIPE

Submitted by Mrs. Joan Ramsey  
Madison County, N. C.

#### PINEAPPLE CHEESE PIE

1 package of graham crackers      1 package of lemon gelatin  
4½ ounce can of pineapple chunks      8 ounce package of creamed cheese

Make and chill a graham cracker crust.

Drain pineapple chunks. Save the syrup. Chill the chunks of pineapple. Add water to pineapple syrup to make one cup of liquid; place over hot eye and bring to a boil. Then stir in package of lemon gelatin until completely dissolved. Gradually blend half of hot gelatin mixture into cream cheese, which has been allowed to warm to room temperature. When smooth, pour into chilled pie crust. Chill until set.

Arrange pineapple chunks on top and spoon remainder of gelatin over all. Chill for serving.



# FAMILY FARE

ERMA ANGEVINE

Coordinator of Women's Activities, NRECA

## Adjusting the Recipe

Any woman who mixes her own cakes, cookies, or quick breads knows how to make recipe adjustments. She knows she can mix a cake calling for sour milk, even if she has no sour milk. She adds  $1\frac{1}{2}$  tablespoons of lemon juice to a cup of sweet milk and has a cup of sour milk. If she wants to use sour milk, she adds two teaspoons of baking powder and a half-teaspoon of soda to a cup of sour milk instead of using four teaspoons of baking powder and a cup of sweet milk.

She knows  $3\frac{1}{2}$  tablespoons of cocoa plus a half-tablespoon of butter will equal a square of chocolate. In short, she knows how to make recipes fit the situation. She knows how to adjust.

We in rural electrification hear a lot of talk about 2 per cent interest being unfair. Some well-meaning persons have taken up this cry. Yet if you take an honest look at 2 per cent interest, you'll find it's much like adjusting the recipe.

Congress decided 2 per cent was fair, after considering all the limitations on rural electric co-ops.

Today power flows through lines in rural areas where private utilities refused to go 27 years ago. These lines were costly to build. They are costly to maintain. Our co-ops average only 3.3 consumers to a mile of rural line. In the cities, private utilities serve 32.3 customers on the average mile of line. Obviously, the private power company takes in more revenue from 32 customers than the rural electric co-op gets from three.

When Congressmen set the 2 per cent rate in 1944, they also said the rural electric co-ops must serve everyone in their areas who wanted power. A co-op couldn't ignore the cabin up the creek or the distant ranch.

A rural electric co-op is also handicapped by the sameness of its customers. Most member-owners need about the same amount of electricity at about the same time. A co-op's load peaks. It seldom has commercial and industrial customers to spread the peaks throughout the 24-hour day, as the utilities have.

Despite these handicaps, rural electric co-op members have continued to fulfill their responsibilities to the people of the U. S. They have repaid with interest their financial obligations to their banker, the Rural Electrification Administration.

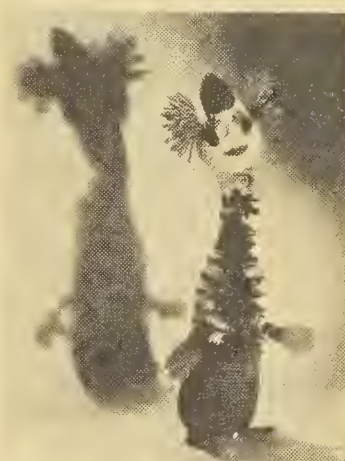
In the past 27 years, they have borrowed \$4.7-billion and repaid \$1.1-billion. In addition, they've paid the U. S. government more than \$560-million in interest.

Congress set 2 per cent as a fair interest rate in full knowledge that the co-ops operated under some handicaps. In effect, Congress changed the recipe to fit these conditions. It made an adjustment.

## Free Patterns



**RING AROUND THE POSEY . . .** is the delightful effect given by the bold, sculptured design of this coffee-table wreath, which makes an excellent display for your embroidery skill. It's interesting to make from start to finish, and will fetch a chain of compliments. Just mail your request for Leaflet No. PE 2874. Be sure to include a stamped, self-addressed, long envelope.



**ALL THE WORLD LOVES A CLOWN . . .** and this tassel-trimmed candidate is particularly appealing. He's made completely with single crochet stitches, and his true-to-life facial features are cut out from bits of felt. What a perfect surprise present for your favorite member of the toddler set. Leaflet No. PC 2725 is available free of charge. Just send us a stamped, self-addressed, long envelope.

To: The Carolina Homemaker  
P. O. Box 1699  
Raleigh, N. C.

Please send me without charge the pattern instructions I have checked below. I am enclosing a stamped, self-addressed, long envelope.

..... PE 2874 ..... Coffee-Table Wreath

..... PC 2725 ..... Tasseled Clown

My Name Is .....

Address .....

We Are Members Of .....  
(Name of Your Electric Co-op)

Comment, If Any .....

THIS OFFERING OF PATTERNS EXPIRES  
JANUARY 1, 1964



# FASHIONS AND NEEDLE NEWS



9033  
12½-22½

9033—Wide cape collar, smart pockets for this half-size sheath. Printed Pattern in Sizes 12½-22½. Size 16½ takes 4 yards 35-inch fabric. 35¢



9292  
36-50

9292—Step-in casual for the larger figure. Crisp collar, raglan sleeves. Printed Pattern in Women's Sizes 36-50. Size 36 takes 3½ yards 39-inch fabric. 35¢



9217  
12½-24½



9217—Chore time favorite. Easy to sew—no waist seam, handy pockets. Printed Pattern in half sizes 12½-24½. Size 16½ takes 3½ yards 39-inch fabric. 35¢



896

896—Ho-hum—Sleepy Boy has a wide awake sister in this pattern. Both sock dolls are ideal Christmas gifts. Directions, pattern for two dolls, pajamas. 25¢

FREE PATTERN OFFER! There's a COUPON inside our new Catalog good for one Free Pattern. Just 50 cents brings you this Fall-Winter "Fashions to Sew" Catalog showing 350 design ideas plus big news in fashions, fabrics, colors. Send FIFTY CENTS (in coin) now!

DRESS PATTERNS 9292, 9217, 9033 are THIRTY-FIVE CENTS each. NEEDLECRAFT PATTERNS 896, 771 are TWENTY-FIVE CENTS each. Add 10¢ each for 1st-class mailing. Send orders (with coin) to: Carolina Farmer, P. O. Box 42 Old Chelsea Station New York 11, N. Y.

771



771—Colorful birds of every state nestling against state flowers. Embroider them on blocks for a most unusual quilt. Transfer of 50 state birds, flowers. Quilt 72 x 110 inches. 25¢



# "Should You Refuse a Date With a Boy Because He Is Shorter Than You Are?"

"I do not think a girl should refuse a date with a boy simply because he is shorter than she is. Girls go with boys because they are fun to be with, have a good personality, and because they respect them. You can't measure those things in feet and inches.

**Gayle Johnson**  
Harmony, N. C.

Gayle is fourteen and the daughter of Mr. and Mrs. Thomas R. Johnson. A freshman at Harmony High School, Gayle is also a member of the Junior Beta Club there. The Johnsons are a member of Davie EMC.

\* \* \* \* \*

"I agree with Jeanne Swanner. The answer is 'No.' I don't think you should 'size up' a person for a date; what I would be more concerned about would be whether or not the boy is interesting and good date material. Just because a fellow is six feet two doesn't guarantee that he'll be any fun on a date. In other words, go on and date 'Shorty' if he's got the kind of personality that appeals to you."

**Fredericka Elizabeth Hancock**  
Route 1, Box 353  
Norwood, N. C.

Seventeen year-old Fredericka is a senior at South Stoney Consolidated High School and writes that she plans to enter nurse's training when she graduates. Her parents, Mr. and Mrs. Fred H. Hancock, are a member of Pee Dee EMC.

"Since I am 5'1", I don't have this problem often, but then I really don't think it should be a problem anyway. Tall, short—so what? It's personality that counts! A boy could be six feet tall, but if he had no other good characteristics, then surely he wouldn't be very good company."

**Robbie Helms**  
Route 2  
Matthews, N. C.

Sixteen year-old Robbie is a junior at Sun Valley High School. Her family receives electricity from Union EMC.

\* \* \* \* \*

"I agree wholeheartedly with the answer Miss North Carolina gave to the question—'No.' It just happens that I'm dating a boy taller than I am, but it really wouldn't matter if he were shorter. If the boy has a suitable personality and is nice, I'd accept the date regardless of physical stature. Many girls won't date shorter boys, and I think they are missing a lot. Personality is what counts!"

**Louise Phillips**  
Route 1, Box 228  
Morven, N. C.

Louise is a junior at Morven High School and hopes to become a teacher after college. She's active in 4-H Club work and says her hobbies include cooking, sewing, reading and writing. Mr. and Mrs. Arthur Phillips, Louise's parents, belong to Pee Dee EMC.

Teen

**ROUND TABLE**

## QUESTION FOR DECEMBER

If you have a good answer, send it to THE TEEN ROUND-TABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C. at once. Send a photo, too, if you have one, (we can't return it) and a few facts about yourself. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

"Should a girl accept a 'last minute' date?" Wanda Tise of Mocksville, Route 4, sent us the question for December and we're sending her a check for \$5.

Wanda is a freshman at Davie County High School this year. The Tise family receives electricity from Davie EMC.



# Rural Fire Protection

A cry of "Fire!" strikes terror into anyone's heart, but perhaps even more so for the farmer or rural homeowner beyond the water mains and immediate help from the fire department.

Any fire is a serious matter that demands the best and fastest thinking of those running to fight it. Yet preparation for this emergency can prevent panic and help the firefighters get off to the best start in putting it out.

The best preparation is to have ample water available to fight the fire. This can mean the difference between minor damage and complete loss or even injury or death. The chances for disaster are

and the size of the pressure tank that is part of every complete water system. A water system should provide a minimum of 500 gallons an hour for firefighting.

Additional protection in the private water system is a pressure or gravity storage tank of 1,500 or more gallons' capacity. The water system and storage tank, together with properly sized piping and adequate hose outlets, serve as the strongest insurance against loss of life and property by fire.

A vital point to remember—or to correct—is that the wiring of your water system must be protected from the possibility of

use. They should be kept in 50 and 100-foot lengths on reels located in one central place. This way they will always be ready for use and everyone will always know exactly where they are, a vital thing when quick thinking is essential.

Though a hose that delivers seven or eight gallons of water a minute can help put out an ordinary fire that's spotted in time, it's well to remember that a 3/4-inch hose will deliver about 50 percent more water than a 5/8-inch hose and that a one-inch hose will deliver about 2 1/2 times as much.

The farmer or rural homeowner should be prepared for all the types of fires he might be forced to fight. The most common cause of fire is the burning of wood or paper or some other combustible material. Since all fires must have fuel, heat and air to burn, controlling these three factors controls the fire. Water cools and shuts off the oxygen supply from an ordinary fire. For this reason, it is highly effective as a firefighting agent.

For a fire starting in grease, oil or electricity, water should not be used. Water spreads an oil fire because oil floats and continues to burn. Electrical fires are spread by water, too, since it is an excellent conductor of electricity. For these special types of fires, a chemical smothering agent should be used. Some of these are carbon dioxide, vaporizing liquid, foam, or even bicarbonate of soda. Any fire extinguishers maintained for this purpose should be approved by the Underwriters' Laboratory and should be checked once each year to see if the chemical needs replacement.

Even with the best of firefighting equipment on hand, it will be useless unless persons who will



strongest when there is inadequate water for fighting a fire.

Fire destroys 3,500 lives and an estimated \$110 million worth of property each year in the rural areas of the United States. In a farm fire, a man's home, his livelihood and his own life or the precious lives of his family may be snuffed out.

The modern electric water system is the basis of good fire protection on the farm or for a rural home. The factors that determine the capacity of a water system are the amount of water in the well itself and its ability to replace water rapidly, the power of the motor and capacity of the pump,

burning out during a fire. The pump should be placed on an entirely separate circuit from other equipment. It's a good idea to run the wiring connected to the pump underground rather than alongside a building where it could be burned. If the pump is located in one of the buildings, it should be fed by an individual circuit with a separate switch clearly marked as the pump switch only.

The wiring for the pump is your lifeline as far as firefighting is concerned. If it gets knocked out, you might just as well stand and watch the fire take its course.

Adequate hoses should be immediately available for emergency



fight the fire know what to do. There should be occasional fire drills on the farm so the whole family and all hired hands know what duties to take over if the cry should ever come.

Here are some pointers on what to do to prevent loss of farm property or life when fire strikes:

1. Stay calm—don't panic. Previous fire drills should have made it clear to everyone what to do when a fire is discovered.

2. Get to a safe place and give the alarm. Call the neighbors and, if there is one, the town fire department.

3. Start fighting the fire with the equipment you have. If it's an oil or electric fire, smother it with chemicals or dirt or sand—don't use water on it.

4. Protect your other buildings by wetting them down thoroughly.

5. When help arrives, direct it where it will do the most good. Knowing your property, you'll know where the greatest danger is—and each minute counts.

If you're replacing an inadequate system to keep up with present and future demands—or if you're installing a water system for the first time—it's important to select a system that will give ample water for both immediate and future requirements.

Along with the necessity of having adequate water for fire protection, remember the regular requirements for water your family will have every day. Each bathtub or shower requires from 25 to 30 gallons of water. Flushing the water closet takes 6 gallons. Filling a lavatory takes 1½ gallons. Outside, modern lawn sprinklers use about 120 gallons of water an hour. At least 50 gallons of water a day for each person is recommended as minimum supply.

An experienced water systems dealer will know how to establish your current and future needs and how to supply you with fire protection. Water systems are individually designed to fit individual needs. That's why they aren't over-the-counter purchases like television sets and washing machines.

The water systems dealer will also assume responsibility for the complete installation and provide repair and replacement service.

## How much does

# MONEY



# COST?

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A 6% LOAN CAN COST VARYING AMOUNTS

**EASY  
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\$6000 at 6%  
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When you borrow the \$6000 from PCA to pay for your new farm equipment, you pay the 6% interest on only the outstanding balance.

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**DEPENDABLE CREDIT**

## Sanford Praises Co-ops

Governor Terry Sanford announced appointments to the North Carolina Rural Electrification Authority last month and used the occasion to praise the state's rural electrification program.

Sanford named Roy G. Sowers Jr. of Sanford and Dr. S. G. Hobbs Jr. of the Department of Sociology at the University of North Carolina at Chapel Hill to the authority for terms expiring June 5, 1967. Hobbs was appointed, while Sowers was named to a new term, replacing Mrs. Fred Davis of Stoneville.

In announcing the appointments, the governor said he expected the state authority to "nurture, promote and protect the rural electrification program."

"Rural electrification has served well and will continue to serve well, and I would be opposed to seeing this program weakened or diminished in the future," Sanford said.

"Over the years, the North Carolina REA has helped to raise the economy of rural North Carolina, and thereby, the entire state of North Carolina," he said.

## Scott Steps Down

Robert W. Scott, son of the late Governor and U.S. Senator, W. Kerr Scott, has stepped down as master of the N. C. State Grange.

In a statement, Scott said he is relinquishing the Grange post in order to have a free hand politically. He has been mentioned prominently as a possible candidate for governor.

Said Scott: "Since the Grange is strictly nonpartisan, I believe it to be in the best interest of the organization that I step down. Further, I want to be free to travel over the State, to talk with individuals and groups concerning North Carolina and to be free to speak out on these issues.

As Grange master and chairman of the N. C. Consumers Committee for Low-Cost Power, Scott was a leader on behalf of electric cooperatives during the past General Assembly.





If your family is like the average, it means that with the coming winter months you're going to be spending more hours inside the home. And when you're in the house, chances are you or someone in the family will be watching television. And, if you're watching television, you want the best quality picture you can get.

Your TV picture quality will depend greatly on the type of antenna used, since most farm homes aren't in an ideal reception area. Distance from the transmitter and obstacles, like hills, in the signal's path are the major causes of poor reception.

In level country, an indoor antenna will receive a strong signal from 25 miles away. With the indoor antenna, you can easily rotate it so that it suits any particular channel. However, the in-

door antenna is limited to almost ideal conditions.

Beyond 25 miles or so, or if there are obstructions, an outdoor antenna is necessary. A simple rooftop antenna is usually satisfactory up to 50 miles or more. Don't attach rooftop antennas to chimneys as the pull and sway of the antenna will cause cracks.

In fringe areas—that is, beyond 50 miles—or where reception is hindered by mountainous terrain or other obstructions, elaborate installations may be necessary. Boosters can be used to strengthen signals if you live in a remote area. Talk with your dealer or serviceman if you're having trouble with reception of stations that you should be getting clearly.

September  
Circulation  
171,984

Statement of Ownership, Management and Circulation

The Carolina Farmer is published monthly by Tarheel Electric Membership Association, Inc. at Raleigh, N. C. Mr. Richard A. Pence is editor. The Carolina Farmer is owned by Tarheel Electric Membership Association, Inc. and has a paid circulation through subscription. The August issue printing amounted to 171,445. 170,440 were mailed to subscribers. The average number of copies of each issue distributed during the past 12 months was 169,242.

## Rural Exchange

RATES: 15¢ PER WORD CASH WITH ORDER. NO STAMPS. MINIMUM AD—\$3.00

### • ANNUAL MEETINGS

Carteret-Craven Electric Membership Corporation on Saturday, December 7, 1963 at the Morehead City High School beginning at 10 a.m. Approximately \$1,000 in free prizes will be given away.

South River Electric Membership Corporation on Friday, November 22, 1963 at the Dunn Armory beginning at 2 p.m. Approximately \$1,200 in free prizes will be given away.

### • POULTRY

Reds, Rocks, Rockcross Cockerels \$6.90—100. "Jumbo" White Rock Cockerels \$7.90. C.O.D. Heavy breeds straight hatch \$9.90. "Deluxe" White Rocks, Barred Rocks, RI Reds, Hampshires straight hatch \$11.90; Pullets \$18.90. Redcock Sexlink pullets \$21.90. "Champion" Pedigreed White Leghorn Pullets \$23.90. Live Guarantee fob. Ruby Chicks, Dept. NCRA-6, Virginia Beach, Virginia (Phone 428-2255).

Rocks, Red, or Cornish \$3.95—100. Large White Rocks \$5.49. Over 50 other breeds—Leghorns, Heavies and Crosses \$1.45 to \$5.75. Pullets \$10.50. Before you buy, compare our prices. We guarantee to save you money. Customer's choice of breeds shown in terrific big free catalog. Shipment from hatchery your section. Atlas Chicks, Home Office, St. Louis 3, Mo.

### • VEGETABLE PLANTS

Put us in your gardening plans, please—for 1964. Texas Onion Plant Co., "Home of the Sweet Onion," Farmersville, Texas.

### • MISCELLANEOUS

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### • EDUCATIONAL OPPORTUNITIES

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### • WANTED TO BUY

Genuine Confederate Money, Old Money, Canada: Confederate Bonds, Civil War Broken Bank Notes of all States and Muster Rolls. Send Insured. Reference: Jackson National Bank. J. D. Patrick, P. O. Box 73, Jackson, Georgia.

### • CIVIL SERVICE TEST

This is your opportunity to prepare for Civil Service test at home. Keep your present job while training. We train you until you pass the test. Rush name, age and address for information to: ADVANCE SCHOOLS, P. O. Box 2598, Lakeland, Florida.

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# Why are we voting to continue Nickels for Know-How?



## We like a bargain!

And that's just what Nickels for Know-How looks like to us. We have problems that agricultural research and education can solve. We don't know of a farm family who hasn't. Alone, we can't afford to pay for our own agricultural research and education; but if we put our nickels with yours, we can buy at a bargain the know-how we all need.

That's what we have been doing for the past 12 years. We've each contributed a nickel for every ton of feed and fertilizer we bought. Our money has paid for scores of research and education projects. The projects—approved by the farmer-director from each county who represents us on our Agricultural Foundation at N. C. State—are solving problems that hold back all of us.

Who 12 years ago thought that we would now

have farmers producing 5,000 pounds of peanuts on an acre, or three bales of cotton or 180 bushels of corn? Or who thought we would have cows averaging over 20,000 pounds of milk and 600 pounds of butterfat per year or broilers that could put on a pound of gain with two pounds of feed, or layers that average 260 eggs per year or hogs that yield 40 per cent lean cuts? We give research and education much of the credit for these accomplishments. But we know we need more such accomplishments if we are to stay in business.

Another reason we are voting for Nickels for Know-How is a matter of pride. We want our children to know their daddy and mother are willing to do "a little bit extra" when it comes to helping themselves and their youngsters. That's what Nickels for Know-How is—a program of self-help in the American tradition.

**If you use feed or fertilizer, you and your wife or husband can vote for Nickels for Know-How on Tuesday, November 19. If your children buy feed or fertilizer—as most 4-H'ers, Future Farmers and New Farmers of America do—they can vote also.**

This advertisement is sponsored in the interest of better farming by:

**The CAROLINA  
FARMER**



### Wisecracks

... Bath mats are little dry rugs that children like to stand beside.

... You know it's time to resume your diet when even your safety belt gets too tight.

... Walking isn't a lost art. How else can we get to the garage?

### Doctor's Orders

A local doctor became quite popular overnight when he was "written up" in a large city paper which told of his many years of service, achievements, etc.

As he was approached one morning soon afterwards by a middle-aged woman, she beamed at him and wanting to impress him as being an acquaintance, she gushed:

"Oh, Doctor, I guess you don't remember me. Twenty years ago you came to see me at home and told me to stay in bed until you called back again. But you never came back!"

The doctor, being equal to the occasion, answered rather briskly, "Did I? Well then, what are you doing out of bed?"



"What more could a pig want—we got plenty to eat, a cool place to sleep—a private pool. . ."

# HALE!

### Incommunicado

"What's new around your house?" said a lady to a small boy.

"I don't know," he replied, sadly, "they spell everything!"

### "Soggy" Milk

The owner of a small dairy farm was brought into court and charged with selling adulterated milk.

"This is a most serious offense," declared the judge. "Have you anything to say in your defense?"

"Well, Your Honor," replied the dairyman, "it rained very hard the night before, and I guess the cows got wet clear through."

### Paced Out

David, who expects to be a photographer like his father, is only 8 years old, but already he has a sense of discrimination between the value of conformity and the right of the individual to go his own pace. He came home from the school playground one afternoon and asked his mother, "Do I have to run fast to be a photographer?"

"No," his mother assured him.

"Well, then, I guess it was all right for me to slow down in the race. Everybody else was trying to run as fast as he could, but I couldn't see any point in getting a pain in my side."



"Now you know why my rates are so reasonable."



"I'll be right with you, George, and please be quiet or you'll wake my father!"



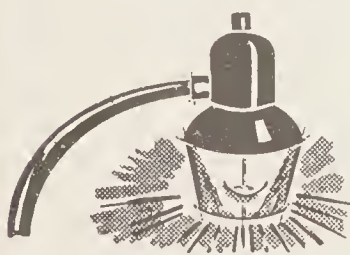
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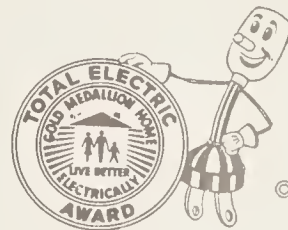
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Lighting makes entertaining a pleasure—outdoor work safer and more convenient. Yard lighting gives you extra working hours at times when you need it. Garden and patio lighting beautify your home and give you extra leisure hours.

Your rural electric system can help you plan all your present lighting needs. Why not call today for professional advice.



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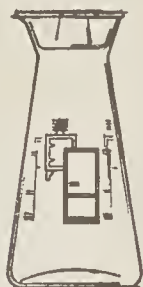


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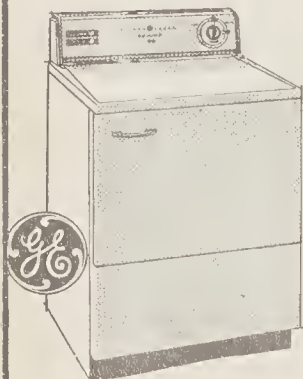
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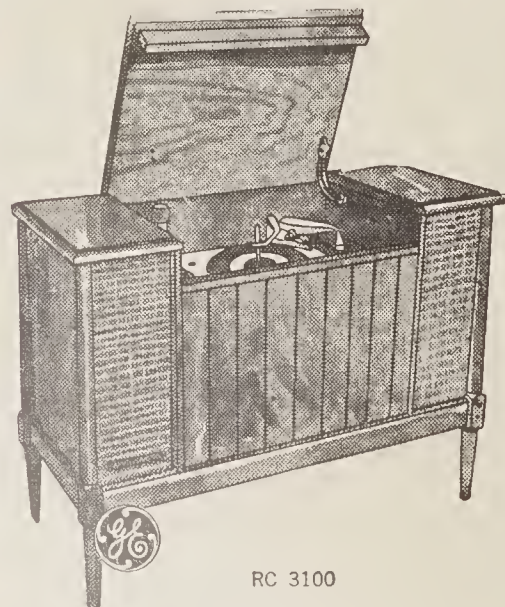
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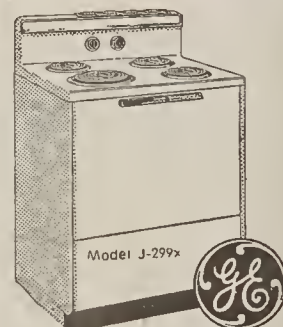
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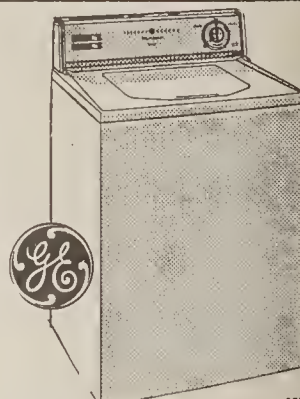


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